copy to Mr. Holtzman

NOTES FOR THE FILES November 10, 1976

Subject: Thames Television Broadcast

Mr. Joseph F. Cullman 3rd has asked that we undertake an investigation to ascertain who is responsible for making available to Thames the Philip Morris commercials and the Philip Morris motion pictures incorporated in the program.

He has further requested that we recommend procedures adequate to prevent a recurrence of such action. Thirdly, we should undertake the preparation of presentations to the American Cancer Society, as well as the public broadcasting stations, to acquaint them with the deception used in obtaining Philip Morris' cooperation, as well as in the actual presentation of the purported documentary.

Lastly, we should consider recommending the preparation of an advertisement by the Burnett agency acquainting the public with the actual facts, and similar to the type which we used in connection with the so-called smoking beagles.

TFA

TFA/add

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